

Date: 9-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
[Public File](#)

FROM: Dawn Tavoletti

RE: **Political Rebate**

Candidate: Rothfus

Week of: 10/1 - 10/7

Contract Number: 321742 - HL 6183753

Dayparts:

| Line # | ordered | Length | rate paid | Rate Section | # of spots | LUC | Rebate amount |
|--------|-----------------|--------|-----------|--------------|------------|-------|---------------|
| 35 | 6-7A W-F | :30 | \$575 | 5 | 2 | \$450 | \$250 |
| 94 | 1130P-1230A Sun | :30 | \$1,700 | 5 | 1 | \$900 | \$800 |

TOTAL REBATE (Gross) \$1,050
(Net) \$892.50



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media

Write-up Date 10/9/12

Client Pol/Rothfus

Requested By J. Tavoletti

Campaign/Title Congress

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 321742

Explanation of Adjustments by Requestor: LUC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 1050.00 Debited: \$ _____

NET Amount to be Credited: \$ 892.50 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: Tavoletti Approved ☒ Date 10/9/12

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Placement
7669 Slogers Loop
Delaware, OH 43205

Contact # 321742

Schedule Dates 10/03/12-11/05/12
Advertiser Pol/K Rothfus/R/Congress (13160)
Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerrep/Washington DC, Washington DC (1040)
Sales Office Telerrep/Washington DC
Buyer Name EVERSOLE, WHITNEY
Phone/Fax /
CPE 2409
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/12/12
Last Modified 10/02/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06183753
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,648.75
Net Total \$88,676.25
Sales Tax

Pittsburgh (WPXI)

| By Broadcast Month | Spots | Rate |
|---------------------|------------|---------------------|
| Oct. 2012 | 79 | \$65,425.00 |
| Nov. 2012 | 43 | \$38,900.00 |
| Grand Total: | 122 | \$104,325.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|---------------|---------|
| 35.0 | Normal Line / Spot | 10/03/12-10/05/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 2 | | | X | X | X | | | 2 | \$95.00 | 450 | Pittsburgh (WPXI) | NEWS 6-7A/27 | 8/17/12 |
| 36.0 | Normal Line / Spot | 10/08/12-10/12/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 2 | X | X | X | X | X | | | 2 | \$575.00 | \$1,150.00 | Pittsburgh (WPXI) | NEWS 6-7A/28 | 8/29/12 |
| 37.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 3 | X | X | X | X | X | | | 3 | \$575.00 | \$1,725.00 | Pittsburgh (WPXI) | NEWS 6-7A/28 | 8/29/12 |
| 38.0 | Normal Line / Spot | 10/22/12-10/26/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 4 | X | X | X | X | X | | | 4 | \$575.00 | \$2,300.00 | Pittsburgh (WPXI) | NEWS 6-7A/28 | 8/30/12 |
| 39.0 | Normal Line / Spot | 10/29/12-11/02/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 4 | X | X | X | X | X | | | 4 | \$575.00 | \$2,300.00 | Pittsburgh (WPXI) | NEWS 6-7A/28 | 8/29/12 |
| 40.0 | Normal Line / Spot | 11/05/12-11/05/12 | 5 | :30 | 5:59A- Channel 11 News 6am | 1 | | | | | | | | 1 | \$575.00 | \$575.00 | Pittsburgh (WPXI) | NEWS 6-7A/29 | 8/29/12 |
| 41.0 | Normal Line / Spot | 10/03/12-10/05/12 | 5 | :30 | 7A- 8A (EST) | 2 | | | X | X | X | | | 1 | \$475.00 | \$475.00 | Pittsburgh (WPXI) | TODAY 7-8A/30 | 8/29/12 |
| 42.0 | Normal Line / Spot | 10/08/12-10/12/12 | 5 | :30 | 7A- 8A (EST) | 3 | X | X | X | X | X | | | 3 | \$475.00 | \$1,425.00 | Pittsburgh (WPXI) | TODAY 7-8A/31 | 8/29/12 |
| 43.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 7A- 8A (EST) | 3 | X | X | X | X | X | | | 3 | \$475.00 | \$1,425.00 | Pittsburgh (WPXI) | TODAY 7-8A/31 | 8/29/12 |
| 44.0 | Normal Line / Spot | 10/22/12-10/26/12 | 5 | :30 | 7A- 8A (EST) | 4 | X | X | X | X | X | | | 4 | \$475.00 | \$1,900.00 | Pittsburgh (WPXI) | TODAY 7-8A/31 | 8/29/12 |
| 45.0 | Normal Line / Spot | 10/29/12-11/02/12 | 5 | :30 | 7A- 8A (EST) | 4 | X | X | X | X | X | | | 4 | \$475.00 | \$1,900.00 | Pittsburgh (WPXI) | TODAY 7-8A/31 | 8/29/12 |

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Delaware, OH 43205

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Agency/T-Code Strategic Media Placement (3469)/157739025
Product Political - Federal Candidate (1067)
Brand POL/K ROTHFUS/R/CON/PA (130629)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name EVERSOLE,WHITNEY
Phone/Fax /
CPE 2409
Account Types National/Political
Billing Type Standard
Comments KEITH ROTHFUS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/12/12
Last Modified 10/02/12
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|------|--------------------------------|-------------------|-----|--------|--|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|--------------------------|---------|
| 85.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 7:30P- WHEEL OF FORTUNE | 2 | X | X | X | X | X | | | 2 | \$1,250.00 | \$2,500.00 | Pittsburgh (WPXI) | WHEEL 730-8P/52 | 8/29/12 |
| 86.0 | Normal Line / Spot | 10/22/12-10/26/12 | 5 | :30 | 7:30P- WHEEL OF FORTUNE | 2 | X | X | X | X | X | | | 2 | \$1,250.00 | \$2,500.00 | Pittsburgh (WPXI) | WHEEL 730-8P/52 | 8/29/12 |
| 87.0 | Normal Line / Spot | 10/29/12-11/02/12 | 5 | :30 | 7:30P- WHEEL OF FORTUNE | 2 | X | X | X | X | X | | | 2 | \$1,250.00 | \$2,500.00 | Pittsburgh (WPXI) | WHEEL 730-8P/52 | 8/29/12 |
| 88.0 | Normal Line / Spot | 11/05/12-11/05/12 | 5 | :30 | 7:30P- WHEEL OF FORTUNE | 1 | | | | | | | | 1 | \$1,250.00 | \$1,250.00 | Pittsburgh (WPXI) | WHEEL 730-8P/53 | 8/29/12 |
| 89.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | 2 | X | X | X | X | X | | | 2 | \$1,350.00 | \$2,700.00 | Pittsburgh (WPXI) | LATE NEWS/54 | 8/29/12 |
| 90.0 | Normal Line / Spot | 10/22/12-10/26/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | 3 | X | X | X | X | X | | | 3 | \$1,350.00 | \$4,050.00 | Pittsburgh (WPXI) | LATE NEWS/54 | 8/29/12 |
| 91.0 | Normal Line / Spot | 10/29/12-11/02/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | 3 | X | X | X | X | X | | | 3 | \$1,350.00 | \$4,050.00 | Pittsburgh (WPXI) | LATE NEWS/54 | 8/29/12 |
| 92.0 | Normal Line / Spot | 11/05/12-11/05/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | 1 | | | | | | | | 1 | \$1,350.00 | \$1,350.00 | Pittsburgh (WPXI) | LATE NEWS/55 | 8/29/12 |
| 93.0 | Normal Line / Spot | 11/03/12-11/03/12 | 5 | :30 | 10:59P- CHANNEL 11 NEWS AT 11P | | | | | | | 1 | | 1 | \$1,450.00 | \$1,450.00 | Pittsburgh (WPXI) | LATE NEWS/56 | 8/29/12 |
| 94.0 | Normal Line / Spot | 10/07/12-10/07/12 | 5 | :30 | 11:30P- Channel 11 News Following Football 1130P | | | | | | | | 1 | 1 | \$1,700.00 | \$1,700.00 | Pittsburgh (WPXI) | LATE NEWS 1130P-1235A/57 | 8/29/12 |
| 95.0 | Normal Line / Spot | 10/21/12-10/21/12 | 5 | :30 | 11:30P- Channel 11 News Following Football 1130P | | | | | | | | 1 | 1 | \$1,700.00 | \$1,700.00 | Pittsburgh (WPXI) | LATE NEWS 1130P-1235A/57 | 8/29/12 |

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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